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(54) **RENTAL METHOD AND SYSTEM AMONG MULTIPLE PARTIES**

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705/400

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(57) **ABSTRACT**

A method and apparatus for coordinating and managing renting of items among multiple parties. Participants of the system interact with others at a central server connected via a communications network. According to an embodiment, each participant plays a role of a potential lender, a potential renter, or both. As the items of a participant get rented more, the system rewards him so that he is able to rent more himself. In a certain embodiment, a point value system is used. The server computer maintains all required information as to which items are currently for rent (e.g., offers) and which items are currently being requested (e.g., bids), as well as all data pertinent to rentable items and participants. A rental transaction occurs when a certain preset criterion is met, and point values are adjusted at the beginning, at the end and/or in the middle of the rental period.

12 Claims, 24 Drawing Sheets

